

Green Tier Advisors
Notes: July 20, 2006
Room G-09, GEF 2 Building
101 South Webster Street, Madison, WI

Present: Mary Schlaefter, Margaret Krome, Carolynn Leaman, John Imes, Art Harrington, Rebecca Power, Ben Grambling, David Stegeman, Lyman Wible, Marilou Martin, Kris Euclide, Linda Bochert, Mike Simpson

Absent: Peter Peshek, Rita Hayen, Elizabeth Kluesner, Francis Westley

Staff: Tim Andryk, Carla Wright, Mark McDermid, Al Shea

GREETINGS, INTRODUCTIONS & HOUSEKEEPING ITEMS

- Mary Schlaefter provided an update on the Innovations of American Government Award indicating that Green Tier, while one of the 18 finalists, was not one of the seven programs selected to receive the award.
- Blog Site – update that the site was not implemented since the April meeting because there wasn't the ability within DNR to have a timely pre-review before items were posted.
- Risk Assessment Information – while there is information about risks with discrete environmental stressors (e.g. mercury and volatile organic compounds) and categories of risk (e.g. asthma) there isn't an overall risk assessment that is available that considers the full range of risks, providing a framework that would give immediate assistance in the selection of an Area of Emphasis. Several Advisors shared ways that risk assessment has been done within their organizations and how they have advised clients. Examples included:
 - Activity/Product/ Service listing followed by evaluating risk based on intensity, duration, scope, exposure, etc. Probability and magnitude were specifically used at MG&E.
 - Parallel to assessing hazard and risk in occupational safety.
 - Setting some criteria for assessing risk and reviewing (continually) high level strategies in the organization to determine issues that have to be addressed and having internal discussions about what to do
 - Can be as simple as creating a list and they use high, medium and low to start assessing risk.
 - Advisors noted that one of the criteria already has a risk element in it.
 - A key is to refine the risk assessment information over time
 - Build on what the Department already knows about where the risks might be

AREAS OF EMPHASIS – CONTINUATION OF APRIL MEETING DISCUSSION

Reviewed and discussed the ways that the “Areas of Emphasis” would be used:

- Discern which Tier 2 letters of intent will be processed and where charters will be developed.
- Set and measure goals for the program showing collective and cumulative progress.
- Present the scope of work that will be undertaken by the Green Tier program for those interested in the program.
- Inform applicants what actions the Department expects to see
- Develop new approaches to an ecological or programmatic need that will encourage potential participants/applicants to move beyond compliance

In addition to the reasons stated above, the Advisors discussed how Areas of Emphasis might tie into the metrics and also assure that the actions under Green Tier add up to discernible gains.

The question was raised about the use of the Areas of Emphasis as a screening to possibly exclude applications. The Advisors considered many ways that the Areas of Emphasis could be

used to set priorities for the program such as having a requirement for an application to have one or more of the “Areas” in the application in order to be eligible.

The dialogue produced additional areas and some modifications to be factored into creating the recommended areas of emphasis:

- Environmental Justice/low income stressed neighborhoods
- Transportation is core to several areas, and key to land use
- Increased emphasis on Land Use (to innovatively engage the public to resolve land use disputes).
- Uniting Water Quality and Water Quantity and leaving them on the list due to their importance
- Assure that Brownfields remains in consideration.

In general the Advisors felt that the Areas of Emphasis should be:

- A broad list with broad categories of work explained through examples and challenged to have specific objectives that can contribute to the overall whole.
- Subject to change if the applications are a really high volume.

Staff was directed to draft a recommendation for consideration at the next meeting that:

- Creates an “Energy” area pulling together the two current areas that address “energy”.
- Combines land use and brownfields together in a category that also includes transportation
- Factors exotics into the respective categories so that it is not lost.
- Rolls Programmatic reduction into sustainability.
- Makes other changes that may be appropriate to create the inclusive list that Advisors would like to send along to the Secretary.
- Redrafts the “Performance Examples” to get people thinking and to help prospective applicants understand how they might engage in the Green Tier Program.

PERFORMANCE INDICATORS/EVALUATION OF GREEN TIER PROGRAM

The discussion centered on whether Green Tier should collect more than environmental information, and if we do then take a closer look at that what information we would collect.

Some inherent limitations discussed:

- Participants don’t report into existing systems.
- Participants that won’t have some information.
- Participants unwilling or uncomfortable giving us some information.
- Participants uncomfortable with having some information that is a matter of public record.

Some overall goals emerged from the discussion

- Demonstrate wherever possible that Green Tier is protecting human health.
- Encourage metrics of Green Tier participants that effectively demonstrate cumulative acts that go beyond the regulated and also address non regulated environmental risks.
- Capture information that provides indicators of financial success, as well as any cost savings in meeting regulatory requirements.
- Start to measure brands (company as well as Green Tier) rising in the public awareness especially when the brand gives a message to someone who doesn’t know them (e.g. expanding into another community).
- Hit the key business areas – permitting, business development/expansion/growth, conditional approvals, contracting, and if it has reduced the amount of litigation.
- Ask but don’t demand information and ask a manageable number of questions in areas where we have a chance of getting more universally available information.

- Use the metrics as an entry point to a more open and perhaps even subjective dialogue that explores permitting.
- Draw social questions from the existing models (e.g. Innovest).
- Draw some of the reporting from the community itself.

As a result of the discussion, the Advisors agreed that the need is to look at the full range of indicators in the context of the goals outlined above. The Advisors decided to put more thought into what Green Tier would go about measuring. To further the discussion, there will be work done before the next meeting to:

- Review and affirm/revise the goals
- Consider how some of the elements contained in 1(m) of the statutes might be included and how a Likert scale used with participants might be used to assess progress on those points.
- Consider how some of the standard items might be packaged drawing from existing tools from Innovest, Dow Jones Sustainability Index, FTSE4Good, etc.
- Identify possible Environmental indicators to capture business value, community value, community relationships and public health.

John Imes, Rebecca Power, Kris Euclide,Carolynn Leaman, Mike Simpson, and Lyman Wible will be working with Carla on the material for the next meeting.

DISCUSSION OF EMERGING GREEN TIER BRAND AND MARKETING ISSUES AND OPPORTUNITIES

The purpose of the discussion was to form a small group to explore branding and marketing opportunities for Green Tier, and to complete an initial list of questions to be used by the group to come up with an approach to framing discussions at the next Advisors meeting. The initial questions contained in the Issue Paper are questions that have actually come to the program at this point in the development of Green Tier. In addition the Advisors also received a white paper exploring potential relationships between Green Tier and Corporate Social Responsibility (CSR) Reporting. Advisors agreed that marketing the Green Tier brand is key to keeping the program going beyond 2009.

Advisors volunteering to work on Branding Group were John Imes, Carolynn Leaman, Rebecca Power, Linda Bochert, and Margaret Krome. Focus of the work:

- Garner media attention.
- Create a sustained sense of initiative.
- Link to environmental interests and sensitive to environmental concerns.
- Explore whether this could be a forum/tool for particular industries (e.g. bioeconomy) and the ability to use Green Tier as a tool to enable the industry to flourish under a green tier system.
- Understand what the endorsement of products and services means so that can be effectively communicated.
- Understanding and getting to the tipping point that was realized in the German experience.

Potential resources for the group to consider and where potential is identified for tapping into as resources for their work as a group:

- UW School of Business especially the Center For Brand and Product Management within the School of Business. Resource potential in the wings. Tap into the expertise of the Advisors.
- UW College of Agriculture & Life Sciences

Some specific framing questions that were added are:

- Getting beyond the green washing questions.
- Difference in labeling and differentiation in performance.

- Identification of the potential audiences and the relative importance of both the brand and the program to those audiences.

DISCUSSION OF ADDITIONAL WAYS TO INVOLVE PARTICIPATION BY THE PUBLIC AND ENVIRONMENTAL COMMUNITY-AT-LARGE IN GREEN TIER ADVISORS MEETINGS

The Advisors selected the following items to involve Stakeholders in discussions and commentary on recommendations:

1. Further invitations to key stakeholders to attend and participate in the Advisor's meetings.
2. Notice being sent to all interested stakeholders about upcoming Advisor's meetings, and treat as with open meetings, as well as set aside some time at each meeting for stakeholder and public participation by invitation from the chair.
3. Summarize and share all comments submitted on Green Tier applications and process development with the Advisors.
4. Provide for a formal sharing of recommendations with stakeholders as a planned comment period before recommendations are made to the Secretary.

Advisors also suggested that if there are opportunities to see Green Tier sites that they would have an interest in going to those sites.

Advisors also suggested that a "Charters 101" would be beneficial to them.

NEXT MEETING: SEPTEMBER 20, 2006 beginning at noon

Prior to the meeting beginning at 10:30 AM there will be a presentation of "EMS 101"

Possible Agenda Items:

- *Continuation of April discussion of Green Tier Issues/Concerns Specific to the Environmental Community-at-Large.*
- *Final Review of Areas of Emphasis*
- *Additional discussion of Performance Indicators*
- *Additional discussion of Brand and Marketing*
- *Legislation*